



WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Media Strategies & Research
Attn: Rachael Beale
11350 Random Hills Rd Ste 670
Fairfax, VA 22030

Contract # 192715

Schedule Dates 10/01/12-10/07/12
Advertiser Kaine for Senate 2012 (15809)
Agency Media Strategies & Research (1419)
Product Political-Political (1088)
Brand Kaine for Senate 2012 (68318)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name Beale, Rachael
Phone/Fax /
CPE Kaine/US SENATE 2012/EST 11519 10/1-10/7
Account Types Local/Political Candidate Agency
Billing Type Standard
Comments 10/1-10/7

Date Entered 08/02/12
Last Modified 08/02/12
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$13,072.50
Net Total \$74,077.50
Sales Tax

WJLA Arlington (WJLA)
By Broadcast Month
Oct. 2012
Grand Total:

Spots	Rate
55	\$87,150.00
55	\$87,150.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/01/12-10/05/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A	1	1	1	1	1	1			5	\$900.00	\$4,500.00	WJLA Arlington (WJLA)		8/2/12
2.0	Normal Line / SPOT	10/01/12-10/05/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA	1	1	1	1	1	1			5	\$1,000.00	\$5,000.00	WJLA Arlington (WJLA)		8/2/12
3.0	Normal Line / SPOT	10/01/12-10/05/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P	1	1	1	1	1	1			5	\$1,400.00	\$7,000.00	WJLA Arlington (WJLA)		8/2/12
4.0	Normal Line / SPOT	10/01/12-10/05/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P	1	1	1	1	1	1			5	\$1,400.00	\$7,000.00	WJLA Arlington (WJLA)		8/2/12
5.0	Normal Line / SPOT	10/02/12-10/04/12	4	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A								1	2	\$250.00	\$500.00	WJLA Arlington (WJLA)		8/2/12
6.0	Normal Line / SPOT	10/07/12-10/07/12	4	:30	7:58A- ABC-GOOD MORNING AMERICA SUN								1	1	\$200.00	\$200.00	WJLA Arlington (WJLA)		8/2/12
7.0	Normal Line / SPOT	10/02/12-10/05/12	4	:30	9A- LIVE!								1	2	\$350.00	\$700.00	WJLA Arlington (WJLA)		8/2/12
8.0	Normal Line / SPOT	10/01/12-10/01/12	4	:30	10A- RACHAEL RAY								1	1	\$250.00	\$250.00	WJLA Arlington (WJLA)		8/2/12
9.0	Normal Line / SPOT	10/02/12-10/04/12	4	:30	10:58A- ABC-THE VIEW								1	2	\$600.00	\$1,200.00	WJLA Arlington (WJLA)		8/2/12
10.0	Normal Line / SPOT	10/03/12-10/05/12	4	:30	11:59A- NEWS-ABC 7 NEWS @ NOON								1	2	\$400.00	\$800.00	WJLA Arlington (WJLA)		8/2/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

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Grand Total:
Spots 55
Rate \$87,150.00
\$87,150.00

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11.0	Normal Line / SPOT	10/04/12-10/04/12	4	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)					1				1	\$300.00	\$300.00	WJLA Arlington (WJLA)		8/2/12
12.0	Normal Line / SPOT	10/04/12-10/04/12	4	:30	2P- ABC-GENERAL HOSPITAL					1				1	\$500.00	\$500.00	WJLA Arlington (WJLA)		8/2/12
13.0	Normal Line / SPOT	10/01/12-10/03/12	4	:30	3P- ANDERSON COOPER SHOW		1		1					2	\$400.00	\$800.00	WJLA Arlington (WJLA)		8/2/12
14.0	Normal Line / SPOT	10/02/12-10/05/12	4	:30	3:58P- ABC-KATIE COURIC NEWS TONIGHT		1		1	1				3	\$800.00	\$2,400.00	WJLA Arlington (WJLA)		8/2/12
15.0	Normal Line / SPOT	10/07/12-10/07/12	4	:30	6P- ABC-ABC WORLD NEWS TONIGHT							1		1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		8/2/12
16.0	Normal Line / SPOT	10/07/12-10/07/12	4	:30	6:30P- NEWS-ABC 7 NEWS @ 630P							1		1	\$800.00	\$800.00	WJLA Arlington (WJLA)		8/2/12
17.0	Normal Line / SPOT	10/07/12-10/07/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P							1		1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		8/2/12
18.0	Normal Line / SPOT	10/07/12-10/07/12	4	:30	48985- ABC-ONCE UPON A TIME							1		1	\$10,000.00	\$10,000.00	WJLA Arlington (WJLA)		8/2/12
19.0	Normal Line / SPOT	10/02/12-10/05/12	3	:30	6:58P- WHEEL OF FORTUNE			1			1			2	\$3,000.00	\$6,000.00	WJLA Arlington (WJLA)		8/2/12
20.0	Normal Line / SPOT	10/01/12-10/03/12	3	:30	7:27P- JEOPARDY		1		1					2	\$3,000.00	\$6,000.00	WJLA Arlington (WJLA)		8/2/12

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21.0	Normal Line / SPOT	10/01/12-10/01/12	3	:30	50048-ABC-DANCING WITH THE STARS	1								1	\$16,000.00	\$16,000.00	WJLA Arlington (WJLA)		8/2/12
22.0	Normal Line / SPOT	10/06/12-10/06/12	4	:30	6:58P- WHEEL OF FORTUNE WEEKEND							1		1	\$500.00	\$500.00	WJLA Arlington (WJLA)		8/2/12
23.0	Normal Line / SPOT	10/06/12-10/06/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P							1		1	\$800.00	\$800.00	WJLA Arlington (WJLA)		8/2/12
24.0	Normal Line / SPOT	10/01/12-10/05/12	3	:30	20938- NEWS-ABC 7 NEWS @ 11P		1	1	1	1	1			5	\$2,500.00	\$12,500.00	WJLA Arlington (WJLA)		8/2/12
25.0	Normal Line / SPOT	10/01/12-10/01/12	4	:30	11:35P- ABC-ABC NIGHTLINE								1	1	\$500.00	\$500.00	WJLA Arlington (WJLA)		8/2/12
26.0	Normal Line / SPOT	10/03/12-10/03/12	4	:30	11:35P- ABC-ABC NIGHTLINE								1	1	\$500.00	\$500.00	WJLA Arlington (WJLA)		8/2/12

Accepted-Agency/Advertiser:

Date:

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Date:

Comments:



Station Order Kaine for Senate 2012

Market: Washington, DC

Flight Dates: Monday, October 01, 2012 to Sunday, October 07, 2012

Contact: Susan Petro/Barbara Monares

Email: spetro@wjla.com

Direct:

Phone: 703-236-9552

Fax: 703-236-2341

WJLA-TV

Program Name	DP Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
WJLA 5a News	30	EM	\$250.00								2
WJLA 6a News	30	M-F	\$900.00								5
90% PE at LUR Per WJLA, Move to P3	30	EM	\$4,500.00								5
Good Morn America	30	M-F	\$1,000.00								5
7:00 AM	30	EM	\$5,000.00								5
90% PE at LUR Per WJLA, Move to P3	30	Su	\$200.00								1
Good Morning Sun	30	EM	\$200.00								1
8:00 AM	30	Su	\$200.00								1
Live with Kelly	30	DT	\$350.00								2
9:00 AM	30	M-F	\$700.00								2
Rachael Ray	30	DT	\$250.00								1
10:00 AM	30	M-F	\$250.00								1
The View	30	DT	\$600.00								2
11:00 AM	30	M-F	\$1,200.00								2
WJLA Noon News	30	DT	\$400.00								2
12:00 PM	30	M-F	\$800.00								2
Millionaire	30	DT	\$300.00								1
12:30 PM	30	M-F	\$300.00								1
General Hospital	30	DT	\$500.00								1
2:00 PM	30	M-F	\$500.00								1
Anderson	30	EF	\$400.00								2
3:00 PM	30	M-F	\$800.00								2
Katie Couric	30	EF	\$800.00								3
4:00 PM	30	M-F	\$2,400.00								3

Rachael Beale

Media Strategies and Research

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rachael@mediastategies.com



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Market: Washington, DC

Flight Dates: Monday, October 01, 2012 to Sunday, October 07, 2012

Contact: Susan Petro/Barbara Monares

Email: spetro@wjla.com

Phone: 703-236-9552
Fax: 703-236-2341
Direct:

WJLA-TV

Program Name	DP Length	Days	Gross Rate
WJLA 5p News	EN	M-F	\$1,400.00
5:00 PM	30		\$7,000.00
90% PE at LUR Per WJLA, Move to P3			
WJLA 6p News	EN	M-F	\$1,400.00
6:00 PM	30		\$7,000.00
90% PE at LUR Per WJLA, Move to P3			
ABC World News	EN	Su	\$1,000.00
6:00 PM	30		\$1,000.00
90% PE at LUR Per WJLA, Move to P3			
Sunday 6:30p News	EN	Su	\$800.00
6:30 PM	30		\$800.00
90% PE at LUR Per WJLA, Move to P3			
Wheel of Fortune	PA	M-F	\$3,000.00
7:00 PM	30		\$6,000.00
90% PE at LUR Per WJLA, Move to P3			
Jeopardy	PA	M-F	\$3,000.00
7:30 PM	30		\$6,000.00
90% PE at LUR Per WJLA, Move to P3			
Wheel of Fortune	PA	Sa	\$500.00
7:00 PM	30		\$500.00
Dancing With Star	PT	M	\$16,000.00
8:00 PM	30		\$16,000.00
90% PE at LUR Per WJLA, Move to P3			
Once Upon a Time	PT	Su	\$10,000.00
8:00 PM	30		\$10,000.00
WJLA 11p News	LN	M-F	\$2,500.00
11:00 PM	30		\$12,500.00
90% PE at LUR Per WJLA, Move to P3			
Saturday 11p News	LN	Sa	\$800.00
11:00 PM	30		\$800.00
90% PE at LUR Per WJLA, Move to P3			
Sunday 11p News	LN	Su	\$1,400.00
11:00 PM	30		\$1,400.00
90% PE at LUR Per WJLA, Move to P3			

WJLA 5p News	EN	M-F	\$1,400.00	5
5:00 PM	30		\$7,000.00	5
90% PE at LUR Per WJLA, Move to P3				
WJLA 6p News	EN	M-F	\$1,400.00	5
6:00 PM	30		\$7,000.00	5
90% PE at LUR Per WJLA, Move to P3				
ABC World News	EN	Su	\$1,000.00	1
6:00 PM	30		\$1,000.00	1
90% PE at LUR Per WJLA, Move to P3				
Sunday 6:30p News	EN	Su	\$800.00	1
6:30 PM	30		\$800.00	1
90% PE at LUR Per WJLA, Move to P3				
Wheel of Fortune	PA	M-F	\$3,000.00	2
7:00 PM	30		\$6,000.00	2
90% PE at LUR Per WJLA, Move to P3				
Jeopardy	PA	M-F	\$3,000.00	2
7:30 PM	30		\$6,000.00	2
90% PE at LUR Per WJLA, Move to P3				
Wheel of Fortune	PA	Sa	\$500.00	1
7:00 PM	30		\$500.00	1
Dancing With Star	PT	M	\$16,000.00	1
8:00 PM	30		\$16,000.00	1
90% PE at LUR Per WJLA, Move to P3				
Once Upon a Time	PT	Su	\$10,000.00	1
8:00 PM	30		\$10,000.00	1
WJLA 11p News	LN	M-F	\$2,500.00	5
11:00 PM	30		\$12,500.00	5
90% PE at LUR Per WJLA, Move to P3				
Saturday 11p News	LN	Sa	\$800.00	1
11:00 PM	30		\$800.00	1
90% PE at LUR Per WJLA, Move to P3				
Sunday 11p News	LN	Su	\$1,400.00	1
11:00 PM	30		\$1,400.00	1
90% PE at LUR Per WJLA, Move to P3				

Total

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